

J.J. College of Arts and Science (Autonomous)
J.J. Nagar, Sivapuram Post, Pudukkottai

PG and Research Department of Business Administration

Date: 02.02.2023

The Druckers Club of the Department of Business Administration, JJ College of Arts and Science (Autonomous), Pudukkottai arranged a webinar lecture on **Research Methodology** for the benefit of the MBA students at 9.30 am on Thursday **02.02.2023**. The speaker was **Dr.S.Viji, Assistant Professor, Department of Commerce, Kalasalingam Academy of Research and Education**. She introduced the audience to the different steps in research right from choice of topic to the final presentation. Research topics emerge from wide library reading, internet browsing and perusing journal articles and discussions with peers and supervisors. One has to decide on the field, the area and then the topic. The topic must be clearly defined and formulated with perspicacity. The objectives of the study have to be clearly spelt out. Then one should undertake an exploration of related studies to see what fellow researchers have done. This will help in the identification of gaps in research. It will also give us valuable hints on data collection tools, methods of Analysis and the use of statistical packages. Next one should decide on the nature of data to be collected. One will have to hunt for both primary and secondary data. This is the stage at which questionnaire schedules are finalized and necessary consultations and entered into with experts and peer groups. This is to be followed by finalization of the sample and testing its adequacy through a pilot study.

These are the preparatory stages and active data collection is the next stage to be followed by data analysis, tabulation, Interpretation and application of statistical tools to generate valid findings. The final step is the writing of the report. One should follow a proper chapter scheme and attend to proper documentation and plagiarism checking.

Earlier Dr.S.Arockia Rosy, Assistant Professor introduced the resource person, S.Karthika of II MBA welcomed the gathering and R.Varshini of II MBA proposed the vote of thanks.


Head of the Department
Dr.V.Saihya Rekha, Ph.D.,
Head & Assistant Professor
Department of Business Administration
J.J.College of Arts and Science (Autonomous)
Sivapuram-Post. Pudukkottai.




Principal
Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.
M.Phil., B.Ed., Ph.D.
PRINCIPAL
J.J. College of Arts and Science
(Autonomous)
J.J. Nagar, Sivapuram Post,
PUDUKKOTTAI - 622 422

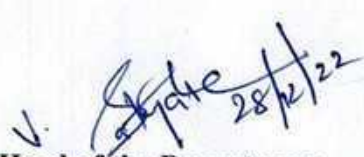
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Date: 28.12.2022

The Drucker's Club of the Department of Business Administration of JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a special lecture on "Who is Managing Your Career?" at 11.am on Wednesday , 28.12.2022. The speaker **Dr.Sangeetha Padmanaban, Associate Professor, LEAD College of Management, Palakkad, Kerala** pointed out how a career was one's own mission. One has to build it up oneself after careful planning and choice. It is too serious a matter to be left to the choice of others. The first stage is to identify one's own interests, aptitudes, abilities and ambitions. The next is to analyze the requirements of the career and examine one's sync with it. One should never be satisfied with swimming in shallow waters or moving with the current. Rather we should cultivate the readiness to face challenges. All true winners are risk takers. Risk taking does not mean gambling. It only consists of the boldness to accept challenges and adapt oneself to changes in the environment. One has to rise above situations and related environmental factors. Every step should be suited to one's own temperament and the needs of challenging situations. One should always remember there are rewards other than money and promotions. One's objective should be to be the 'number one' in the field chosen. Instead of being a run -of- the- mill performer, one should rise to be an expert consultant. This requires ambition and steady application.

Earlier Dr.V.Sathyarekha, Head, Department of Business Administration inaugurated the programme, R.Varshini of II MBA welcomed the gathering. K.Yasmin of II MBA proposed the Vote of Thanks.


**Head of the Department
Dr.V.Sathya Rekha, Ph.D.,
Head & Assistant Professor
Department of Business Administration
J.J.College of Arts and Science (Autonomous)
Sivapuram-Post. Pudukkottai.**




**Principal
Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.
M.Phil., B.Ed., Ph.D.
PRINCIPAL
J.J. College of Arts and Science
(Autonomous)
J.J. Nagar, Sivapuram Post,
PUDUKKOTTAI - 622 422**

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PG and Research Department of Business Administration

Date: 16.09.2022

The Drucker's Club of the PG and Research Department of Business Administration, J.J. College of Arts and Science(Autonomous), Sivapuram, Pudukkottai organized an interactive session on '**Cyber Crime**' at 11 a.m on Friday, **16.09.2022** in the MBA Conference Hall. The Resource person **Dr.B.Arthi**, Department of Commerce, Urumu Dhanalakshmi College, Trichy, listed out various dimensions of cyber- crime and their impact on the normal life of individuals and societies. Cyber -crime has assumed alarming proportions due to the wide use of web based applications in trade, commerce, industry and social relations. Networks had become unmanageably wide and as a result invasion through viruses, hacking, pilfering and distortion of data etc. had become quite common. It is up to owners and users to protect their data from hacking, phishing and other malafide attempts at destabilization, intrusion, corruption and sabotage. Cyber -crimes range from private blackmailing to open terrorism. So individuals and the body politic have to be alert, agile and well prepared with suitable tools of defence and offence. Making use of a well-designed powerpoint presentation based on case studies of cyber-crimes, the speaker stimulated the audience to chew upon the dimensions of the problem and possible solutions to it. Dr.V.Sathyarekha, Head of the Department presided over the session. LK.Lakshmanan of II MBA welcomed the audience and M.Sneha also of II MBA proposed the vote of thanks.


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Dr.V.Sathya Rekha, Ph.D.,
Head & Assistant Professor
Department of Business Administration
J.J.College of Arts and Science (Autonomous)
Sivapuram-Post. Pudukkottai.




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Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.
M.Phil., B.Ed., Ph.D.
PRINCIPAL
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(Autonomous)
J.J. Nagar, Sivapuram Post,
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Date:07.09.2022

The Drucker's Club of the PG and Research Department of Business Administration, JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized an interactive session among students on the theme **"Is the option, 'Buy now, Pay later' in E-business : Beneficial or not to the consumer?"** at 11 a.m on Wednesday **07.09.2022**. The initiator and moderator of the discussion was **Ms.Kiruthika**, Communicative English Trainer, Goodwill Institute of English, Pudukkottai. The speaker spoke about the business option and hinted at the plus and minus points and triggered an active discussion among the students. She gave a few tips on some key words and expressions that could be used to raise a point, to modify a point of view and to express one's dissent. She stressed how courtesy was the soul of any group discussion. One should not monopolise the microphone but should be instrumental in making others communicative. The way the students argued their cases for and against the proposition showed how communicative urgency created by the context has a major role in making the students articulate. Some students viewed the option as a snare to catch the consumer. Others saw it as a fair offer of convenience. The option facilitates purchase by persons with no credit/debit cards and those who are wary and suspicious of e-payments. Especially for new ventures and novices in e-business, the option offers great convenience. The online shop can build up customer trust by sparing the customer any undue worries about the payments made. The customer also gets an opportunity to see the package before the payment is made. Summing up the arguments the moderator concluded that the option was a real catalyst of sales and purchase.


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Dr.V.Saihya Rekha, Ph.D.,
Head & Assistant Professor
Department of Business Administration
J.J.College of Arts and Science (Autonomous)
Sivapuram-Post. Pudukkottai.




Principal
Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.
M.Phil., B.Ed., Ph.D.
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J.J. Nagar, Sivapuram Post,
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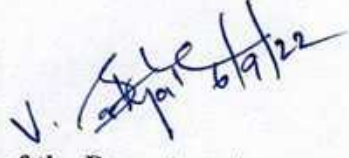
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Date: 06.09.2022

The Drucker's Club of the PG and Research Department of Business Administration of JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a special lecture on "**Tackling GST Issues**" at 11 am on Tuesday **06.09.2022**. The Resource Person was **CA UL. Karthik**, Chartered Accountant, Past Chairman (ICAI), Trichy Branch. He referred to the history of GST and the practical issues involved in implementing it. He pointed out how the GST regime was far better than the old multi point tax system. Of course there were initial hiccups in practical implementation. But that is natural in implementing any new system. He distinguished between the levies at the state and central levels and explained how there were provisions for refund of input tax credits. The end consumer of products and services was to be taxed, the interim processes could get refunds of payments. This reduced production costs, transport costs and sales costs and finally sale prices. It was too early in the day to pass any critical judgment on GST practices. One will have to learn from practical experience and ensure equity in GST sharing among states and the centre. The system was in its infancy. The Covid 19 crisis vitiated the atmosphere and led to many misconceptions on the issue of GST implementation. The system was a success internationally and it will succeed in India too. Students raised various queries about the problem and the resource person answered them with clarity and a sense of humour.

Dr.V.Sathya Rekha, Head of the Department presided over the session. Ms.S.Karthika of II MBA delivered the welcome address and finally Ms.R.Varshini of II MBA proposed the vote of thanks


Head of the Department

Dr.V.Sathya Rekha, Ph.D.,
Head & Assistant Professor
Department of Business Administration
J.J.College of Arts and Science (Autonomous)
Sivapuram-Post. Pudukkottai.




Principal

Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.
M.Phil., B.Ed., Ph.D.
PRINCIPAL
J.J. College of Arts and Science
(Autonomous)
J.J. Nagar, Sivapuram Post,
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Date: 25.08.2022

The Drucker's Club of the Department of Business Administration, J.J. College of Arts and Science (Autonomous), Sivapuram, Pudukkottai arranged a Special Lecture by **Mr.S.Ravichandran**, General Manager, DIC, Pudukkottai at 11.00 a.m. on Thursday 25.08.2022. Addressing the students on **"DIC schemes and benefits for budding entrepreneurs"**, the speaker draw attention to the various avenues open for fresh entrepreneurship. The Governmental assistance available, the procedure for getting Financial Assistance and preparing & Executing Project proposals. He pointed out how the Government banks & NBFCs were eager to promote new ventures in innovative areas. He also gave a few tips on how to prepare oneself for a carrier as entrepreneur. He also answered various questions raised by students & Staff.

Dr.V.Sathyarekha, Head of the Department presided over the session. The welcome speech was by Ms. Harini of II M.B.A and vote of thanks by Ms. Yasmin, II M.B.A.


Head of the Department
Dr.V.Sathya Rekha, Ph.D.,
Head & Assistant Professor
Department of Business Administration
J.J.College of Arts and Science (Autonomous)
Sivapuram-Post. Pudukkottai.




Principal
Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.
M.Phil., B.Ed., PG
PRINCIPAL
J.J. College of Arts and Science
(Autonomous)
J.J. Nagar, Sivapuram Post,
PUDUKKOTTAI - 622 424.

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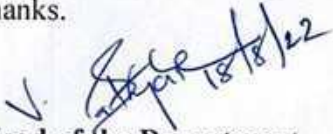
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Date: 18.08.2022

The Drucker's Club of the Department of Business Administration of JJ College of Arts and Science (Autonomous), Pudukkottai organized a special lecture on **"Exploring Entrepreneurship as a viable long term solution to unemployment"** at 10.30 am on Thursday, **18.08.2022**. **Dr.R.Nageswari**, Associate Professor and Head, Department of Economics, Seethalakshmi Aachi College for Women, Pallathur, Sivaganga District was the resource person. In her scholarly speech, she pointed out how young men and women should turn into job providers, not stagnate as job seekers. There are many openings for new startups in the agricultural, industrial and information technology sectors. The government has opened up many avenues for self -employment and financial institutions have come forward offering financial assistance for new ventures. The Governments at the centre and the states have introduced attractive incentives like grants and subsidies, logistics assistance through expert agencies and coordinating bodies like the SIDCO, SIPCOT etc. Globalization and prospects of BPO avenues are further openings on the front.

She also outlined the nature of entrepreneurship, the traits of a successful entrepreneur and various types of entrepreneurship. She emphasized that it was essential to have an open mind, a capacity for lateral thinking and the energy to galvanize resources into new ventures. Young men should come forward to chart out new routes rather than stick to conventional methods . They should try to build up social assets, earn reasonable profits through wise fund management and contribute to local, regional and national growth. Prosperity of all rather than one's own survival should be the motto.

Dr.V.Sathyarekha , Head of the Department presided over the meeting. Ms.M.Harini, II MBA welcomed the gathering and Ms. M. Hepsipa Beula, III BBA proposed the vote of thanks.


Head of the Department
Dr.V.Sathya Rekha, Ph.D.,
Head & Assistant Professor
Department of Business Administration
J.J.College of Arts and Science (Autonomous)
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Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.
M.Phil., B.Ed., Ph.D.
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Date: 12.08.2022

The Drucker's Club of the Department of Business Administration, JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a **debate** on what has been achieved and what is yet to be achieved after 75 years of freedom on **12/08/2022**. The final year students of MBA and BBA were the participants. **Prof.J.A.Arul Chellakumar**, Former Professor and Director, CCCD, Bharathidasan University, Tiruchirappalli was the mediator. Each team consisted of seven members. The speakers presented their arguments cogently and with rhetorical force. There were weighty arguments put forward by both sides – one focusing on achievements and the other on what is to be done in the future. The group leaders S. Syed Abuthahir and N.B.Mehavarshini consolidated the arguments of their respective sides. The mediator summed up the arguments and pointed out that our performance has been a success story but we have miles to go still in ensuring inclusive growth, preventing the brain drain and in ensuring optimum usage of our natural and human resources. Coping with international standards on environmental issues like warming, carbon levels and welfare metrics is also a major issue that should be prioritized.

The programme was part of the celebrations of the 75th Anniversary of our independence. It was a morale –booster to the students who were happy with the chance to make a speech on a national issue. Dr.V.Sathyarekha, Head of the Department presided over the session.


Head of the Department
Dr.V.Sathyarekha, Ph.D.,
Head & Assistant Professor
Department of Business Administration
J.J.College of Arts and Science (Autonomous)
Sivapuram-Post, Pudukkottai.




Principal
Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.,
M.Phil., B.Ed., P.
PRINCIPAL
J.J. College of Arts and Science
(Autonomous)
J.J. Nagar, Sivapuram Post,
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Date: 05.08.2022

The Drucker's Club of the Department of Business Administration of JJ College of Arts and Science (Autonomous), Pudukkottai organized a special lecture on **"Towards a one Trillion Dollar Economy in Tamil Nadu "**on 05/08/2022 by **Prof.J.A.Arul Chellakumar**, Former Professor and Director, CCCD, Bharathidasan University, Tiruchirappalli. In his well-researched speech studded with recent statistical details, the speaker analyzed the prospects of Tamil Nadu emerging as a one trillion dollar economy in the present Indian context. He catalogued the achievements of Tamil Nadu in foreign exchange earnings, international trade and commerce, employment and human resources and all parameters of growth and development like infrastructure, logistics and industrial peace. He also focused on problems like regional imbalances and the slow pace of internal capital formation and the volatile financial environment. The achievement of growth targets in various fields and the availability of skilled human resources at reasonable cost were healthy features that encouraged optimism regarding the ushering in of a one trillion dollar economy. The healthy centre-state relations and the near sync in industrial policy and the goodwill the state commands overseas and with international funding agencies are powerful catalysts towards success.

Earlier R.Mathumitha of II MBA delivered the welcome address, Mr.N.Shanmugasundaram, Assistant Professor, Department of Business Administration honoured the chief guest and R. Varshini of II MBA compered the programme. Finally N.B. Mehavarshini of II MBA proposed the vote of thanks.


Head of the Department
Dr.V.Saihya Rekha, Ph.D.,
Head & Assistant Professor
Department of Business Administration
J.J.College of Arts and Science (Autonomous)
Sivapuram-Post, Pudukkottai.




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Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.
M.Phil., B.Ed., Ph.D.
PRINCIPAL
J.J. College of Arts and Science
(Autonomous)
J.J. Nagar, Sivapuram Post,
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Date: 22.07.2022

The Drucker's Club of the Department of Business Administration of JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a special lecture on '**Career Planning and Development**' by **Dr.E.Selvarathinam**, Assistant Professor, Department of Business Administration, H.H. The Rajah's College (Autonomous), Pudukkottai at 11 am on Friday, **22/07/2022**. The Speaker underlined the importance of career planning and steady development through continuous preparation and systematic smart performance. He called upon the students to choose a career/ profession suited to their aptitudes, abilities and interests. A wrong choice may often land one in failure. One should survey the avenues available and one's own capacity to fit into specific roles. Once fitted to a particular field one should seek mastery. This implies systematic planning and steady endeavor towards directed self-improvement. It is not enough if one has domain related skills, behavioral and man management skills are in fact more important. One should never seek career up gradation by unfair means, but believe in steady performance and team effort. Nowadays Human Resource evaluation has become a complex process that involves work study, time study and performance/output evaluation. So, one has to be ever agile and alert.

Earlier, Dr.V.Sathyarekha, Head, Department of Business Administration welcomed the audience and introduced the chief guest, R.Varshini of II MBA compered the programme and L.Janaki, Assistant Professor proposed the vote of thanks.


Head of the Department
Dr.V.Sanyal Rekha, Ph.D.,
Head & Assistant Professor
Department of Business Administration
J.J.College of Arts and Science (Autonomous)
Sivapuram-Post. Pudukkottai.




Principal
Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.,
M.Phil., B.Ed.,
PRINCIPAL
J.J. College of Arts and Science
(Autonomous)
J.J. Nagar, Sivapuram Post,
PUDUKKOTTAI - 622 422